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On the Frontlines

Local grant helps Capital Clubhouse succeed with tobacco cessation

Capital Clubhouse, a consumer-run mental health recovery program in Olympia, used a \$2000 grant from TOGETHER! Tobacco Free Thurston County, a Tobacco Program community contractor, to start a first-ever tobacco cessation class earlier this year. The class resulted in two successful quitters and three who significantly reduced tobacco use, out of an initial enrollment of 12. Based on that success, a second “BUTT there is more to Life” class began in early June.

Capital Clubhouse, the first consumer-run mental health recovery program in the state, opened in Olympia nearly 20 years ago. It is an International Center for Clubhouse Development-certified clubhouse, and operates on a model of psychosocial and vocational rehabilitative services. About 70 percent of the 220 Clubhouse members smoke, a figure that is consistent with mental health consumers nationwide.

After awarding the one-year, renewable grant to the Clubhouse, Matthew Gulbranson, TOGETHER! Tobacco Free manager, introduced the Clubhouse to the “Learning about Healthy Living, Tobacco and You” curriculum. The curriculum was created to address tobacco and wellness for mental health consumers who want support for any stage of smoking cessation; it’s free and downloadable at <http://rwjms.umdnj.edu/addiction/LAHL.htm>.

“Part of the uniqueness of having a program like this at a Clubhouse was that the people taking the class already knew each other and were somewhat comfortable with each other,” says Sue Allen, executive director of the Clubhouse.

“However, allowing time for everyone to talk seemed to bond

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the group even closer. The chapters on medication to help cessation and the ingredients in cigarettes generated the most discussion, and we went over our planned hour on both of those days.”

To learn more about the challenges and successes of the cessation class, read Sue Allen’s [detailed account](#). For more information about the Clubhouse, visit www.capitalclubhouse.org.

For more information, contact Julie Thompson at 360-236-3722 or juliet.thompson@doh.wa.gov.

Moses Lake, Clark County facilities go tobacco free

The number of tobacco-free medical facilities continues to grow. The Wenatchee Valley Medical Center banned tobacco use at its Moses Lake Clinic facility on June 1. The medical center chose to use its smaller satellite facility as a “beta test site” for a new tobacco free campus policy and may consider a system-wide policy once evaluation is complete.

As part of the change, employees were encouraged to use the Washington Tobacco Quit Line and participate in the “Freedom from Smoking” classes offered at the clinic and the Wenatchee Valley Medical Center. In addition, the Grant County Health District coordinated delivery of Tobacco Quit Line stress balls and posters, and *Quit for You Quit for Two* fliers for the system’s pediatrician, family practice and obstetrics offices.



For more information, contact Alana Tebow at 509-766-7960, ext. 12, or atebow@granthealth.org.



The Clark County Center for Community Health in Vancouver also recently became a tobacco-free facility. Other tenants of the multi-use property voted to ban smoking on the campus altogether by 2011.

Nearby, the Tobacco-Free Coalition of Skamania County will have new signs posted in time for the upcoming 2008 Skamania County Fair and Timber Carnival August 13-17. The permanent signs will be up at the park on and around the Rock Creek Playground and Trail.

For more information, contact Pawnee Brown at 360-397-8416 or pawnee.brown@clark.wa.gov.

Cross-cultural cessation forum held

In late May, 35 tobacco prevention and control professionals, social service providers and community members interested in learning about different methods of tobacco cessation participated in *The Other End of the Line: Cessation for Diverse Communities* in Tukwila. The forum provided information about proven cessation techniques in diverse communities, and how

more mainstream tobacco cessation strategies and services have been adapted to fit the cultural needs of communities of color and LGBT communities.

The event included both local and national presenters, including Scout, National LGBT Tobacco Control Network; Cynthia Robinson, National African American Tobacco Education Network; LorrieAnn Santos, Papa Ola Lokahi; and Antoinette Angulo, SeaMar Community Health Clinics. The forum was presented by the Asian-Pacific Islanders Coalition Against Tobacco, Center for Multi-Cultural Health and the Washington Association of Community and Migrant Health Centers, all Tobacco Program contractors.

For more information, contact Elaine Ishihara 206-223-9578 or eishihara@apialliance.org.

Spokane Regional Indian Tobacco Coalition hosts luncheon

More than 30 community partners, including Tobacco Program state contractors from the American Cancer Society, American Lung Association of Washington and Education Service Districts, recently attended a stakeholders' luncheon, hosted by the Spokane Regional Indian Tobacco (SRIT) Coalition. The event, part of the Urban Indian Leadership Institute, was held at Spokane's Northern Quest Casino. SRIT is the urban Indian coalition at eastern Washington.

Spokane Native Americans opened the event with a prayer and spoke about traditional tobacco use before participants enjoyed a traditional meal. Matilda Sampson, SRIT's facilitator, acknowledged partners for their hard work in tobacco prevention and control. The event also included a presentation about Teens Against Tobacco Abuse (the Native American adaptation of the TATU program) and discussion of current tobacco issues.

For more information, contact Annette Anquoe at 206-324-9360 x1106 or annettes@sihb.org.

Need to Know

Adult Cessation

QuitLine.com features new interactive tool

The Tobacco Program's QuitLine.com site now has a tool to better help people develop a quit plan. The "interactive quit plan" allows a visitor to read about the five steps in the quit process and enter their personal information and insight as they go. After working through the steps, users can print out their own personalized quit plan to reference throughout their quit attempt.

Making a plan is a key strategy to help people quit successfully. Those who might not call the quit line now can get a tailored plan to help them strategize their quit attempt. An ADA-accessible version of the quit plan will soon be on the site as well. The interactive quit plan is available at www.quitline.com/become/quit_plan/index.php.

Also, the database of community-based cessation services posted on the site – www.quitline.com/resources/local_resources.php – has been updated.

For more information, contact Julie Thompson at 360-236-3722 or juliet.thompson@doh.wa.gov.

“We’re on fire, but not smoking”

Each year in Washington, 8,700 babies are born to women who smoke. To reach these women, the Tobacco Program designed the *Quit for You Quit for Two* campaign, which educates about the dangers of smoking while pregnant and the free quit support available through the Washington Tobacco Quit Line. The quit line recently implemented enhanced support to better serve this population, including tailored materials, additional follow-up calls and free nicotine replacement therapy if approved by a provider.

To increase the use of the quit line by pregnant women who smoke, the campaign developed an incentive promotion, which is implemented through First Steps Agencies. The promotion is based on research from other states and feedback from First Steps providers and community contractors in Washington, and features a \$10 gift card to a store that sells products for both mother and baby. The card is offered when a pregnant woman agrees to fill out the quit line’s fax referral form with her provider and receive a proactive call from the quit line.

The pilot phase of the promotion began in late May and involves one agency from each of the 10 target counties – Asotin, Clark, Cowlitz, Grays Harbor, King, Pierce, Snohomish, Spokane, Stevens and Thurston. These counties were chosen because they have either a high percentage or high number of pregnant women who smoke.

Initial feedback from the pilot agencies has been positive. Only a few days into the promotion, First Steps Coordinator Michael John of Stevens County said his agency had already submitted a number of fax referrals, or in his words, “We’re on fire, but not smoking!”

If the pilot proves to be successful, the promotion will roll out to all First Steps Agencies.

For more information, contact Julie Thompson at 360-236-3722 or juliet.thompson@doh.wa.gov.

New tobacco cessation Medicaid benefit takes effect

Medicaid coverage in Washington state expanded on July 1 to include a new smoking cessation benefit. The new benefit, which is available through the Washington Tobacco Quit Line, represents a major advancement in public health for the state.

Free services available for clients through the Tobacco Quit Line, 1-800-QUIT-NOW, include:

- Phone counseling and follow-up support calls.
- Nicotine patches or gum, if appropriate.
- Prescription medications recommended by a quit line counselor and prescribed by individual physicians, if appropriate.

The Tobacco Program is collaborating with the Department of Social and Health Services to promote the new benefit, using existing Tobacco Quit Line materials and developing a Medicaid benefit-specific rack card.

For more information, contact Julie Thompson at 360-236-3722 or juliet.thompson@doh.wa.gov.

BecomeAnEx launches Spanish site

The national *BecomeAnEx* campaign has launched a Spanish language Web site (www.convierteteenunex.com/) and materials. Washington state was a founding member of the National Alliance for Tobacco Cessation, which developed the national cessation campaign. Television and radio ads are running across the nation – ads in Washington will be tagged with the Washington Tobacco Quit Line 1-800-QUIT-NOW number. The www.becomeanex.com Web site also includes a link to the Washington Tobacco Quit Line – www.QuitLine.com.

For more information, contact Scott Schoengarth at 360-236-3634 or scott.schoengarth@doh.wa.gov.

Prevention

***NoStankYou2.0* wraps, *NSY3.0* under development**

The *NoStankYou2.0* youth tobacco prevention media campaign wrapped up June 30 and *NSY3.0* is under development for a back-in-school launch.

Using lessons learned from previous campaigns and recent focus group testing, the Tobacco Program and its media contractor, WongDoody, are preparing for *NSY3.0* to debut in late September and ideally run for a full year.

The new campaign will feature “MobMotion”, a technological evolution of the cartoons of the 40s and 50s. Using the miracle of digital imaging, the folks in the sound proof booth will edit together hundreds and hundreds of photos of NSY tee shirt-wearing kids from all over the state, and these kids will be the “stars” in each of the new eight or nine TV ads that will be produced.

At least six sites/events that could be used to shoot the photos for the first two TV ads are under consideration. Eventually the ads will feature kids from throughout Washington. Many more details will follow soon, including when photography crews will be in your part of the state.

The recently completed *NSY2.0* campaign set a new standard for visibility and reach:

- There were 508,224 visits to the youth Web site, NoStankYou.com – more than a half million visits by the target audience.
- Web visitors stayed at the site for an average of 7 minutes, 42 seconds each visit.
- A total of 102,720 kids signed up to be MOB members; that email list is used to keep kids informed of new stuff on the site and will be used to promote *NSY 3.0*.
- 31,431 shirts were earned or distributed – over 10,000 more than originally predicted; that’s 30,000+ walking billboards being worn by the target audience when they are out with their friends.

Also, the *NoStankYou* partnership with American Legion summer baseball takes the field with tobacco-free team pledges and a *NoStankYou* presence at Washington American Legion Baseball State Tournaments, August 2-6, in Spokane, Selah, Kennewick, and Tacoma. Tobacco-free teams qualify for free tee shirts and other *NoStankYou* stuff. More information is available at www.NoStankYou.com.

For more information, contact Scott Schoengarth at 360-236-3634 or scott.schoengarth@doh.wa.gov.

9th Annual truth® Summer Grassroots tour in Washington

The 9th Annual **truth**® Summer Grassroots tour will be in Washington in August. The tour continues to be one of the most important means of bringing the **truth** youth smoking campaign to the nation's teens. The nationwide tour features two **truth** crews (and their signature orange "truth trucks") who will make over 60 stops in 30 states, interacting with local youth and sharing information about the effects of tobacco products and tobacco industry marketing practices.

This year's tour includes VANS WARPED, Tony Hawk's Boom Boom Huck Jam, an action sports extravaganza featuring Tony Hawk the skateboarding legend, and Rock The Bells 2008 an international hip hop festival.

Washington state venues include:

- August 9 – VANS WARPED Tour '08 at the Gorge Amphitheatre, George
- August 19 – Tony Hawk Boom Boom Huck Jam Tour '08 at the White River Amphitheatre, Auburn
- August 20 – Tony Hawk Boom Boom Huck Jam Tour '08 at the Spokane Fairgrounds

The summer program is featured online at www.thetruth.com, with details on upcoming events, tour stops, and information on crew members and DJs.

For more information, contact Scott Schoengarth at 360-236-3634 or scott.schoengarth@doh.wa.gov.

Secondhand Smoke

SmokeFreeWashington.com launches

The Tobacco Program's new secondhand smoke Web site, SmokeFreeWashington.com was launched in June. The program redesigned the secondhandsmokesyou.com site and renamed it SmokeFreeWashington.com, providing more streamlined content and tools to help protect people from toxic secondhand smoke. Tobacco prevention and control stakeholders are encouraged to link SmokeFreeWashington.com to their Web sites.

In addition to information about secondhand smoke and the "Smoking in Public Places" law, the site provides a new section to address the next frontier in secondhand smoke issues: multi-unit housing. This section provides landlords, owners and tenants with the information and tools they need to adopt smoke-free policies in their apartment and condo buildings.

For more information, contact Paul Davis at 360-236-3642 or paul.davis@doh.wa.gov.

Business strong following I-901

The bar and tavern business is doing well following the passage of the Initiative 901 smoking ban, racking up big gains in gross income during 2007, according to the state Department of Revenue.

Bars and taverns, some of which feared being hard hit by the ban on smoking in public places, generated 20.3 percent more gross income in 2007, compared to a 0.3 percent gain in 2006, the first full year after the smoking ban took effect in December 2005. Their average growth rate actually was stronger in the two years after I-901 than in the years preceding the ballot initiative.

Full-service, sit-down restaurants continue to do well, with an 8.7 percent gain in gross business income in 2007 compared to 8.2 percent in 2006 and 8.5 percent in 2005.

A spreadsheet comparing growth rates for both gross business income and taxable retail sales for gambling establishments, restaurants and drinking places is available at http://dor.wa.gov/Docs/Reports/SmokeBan_Annual_Jun10_08.xls.

For more information, contact Paul Davis at 360-236-3642 or paul.davis@doh.wa.gov.

Tobacco Program Information

Tobacco Program hires two community contracts managers

Frances Limtiaco has joined the Tobacco Program as a contract manager. In addition to contract management, Frances will oversee the Tobacco Prevention Resource Center. She was previously with the state Department of Early Learning where she worked for four years as a Public Health Advisor in the Northwest Region.



Frances Limtiaco (left) and Anneke Jansen are new TPCP employees.

Frances has a master's degree in public health from the University of Hawaii and a bachelor's from the University of Southern California. She has extensive public health experience, including more than five years managing contracts, and has worked in a variety of capacities on Guam, including at a public health agency, non-profit organization and university. In addition, Frances has served on multiple councils and commissions to address public health, aging and disability issues affecting Asian/Pacific Islanders in geographically remote and rural island communities. She lives in Lacey with her husband and two sons. Frances can be reached at 360-236-3771 or frances.limtiaco@doh.wa.gov.

New Tobacco Program employee Anneke Jansen will coordinate the Tobacco Materials Clearinghouse and the Implementation Action Committee, in addition to contract management responsibilities. She recently moved to Olympia from Tucson, Arizona, where she was working at the University of Arizona College of Public Health as Assistant Program Director of Planning and Evaluation.

She received her master's degree in public health at the University of Arizona and her bachelor's at the University of Montana. Growing up in Spokane, Anneke is excited to be living in Washington again! She can be reached at 360-236-3643 or anneke.jansen@doh.wa.gov.

For more information, contact Terry Reid at 360-236-3665 or terry.reid@doh.wa.gov.

Tobacco Program evaluation updates

- A community-level policy report and a local success stories report have been added to the contractors resources Web site. There is a statewide report and individual county-level information sheets for participating contractors. Thank you to everyone who submitted something.
- Contractor closeout summaries for 07-08 will be sent out via e-mail in August.
- Healthcare provider tracking documentation will be sent in July to those contractors working on the Healthcare Systems Change activity (C3.04).

Hot Topics

Secondhand smoke exposure detectable in 50 percent of population

Secondhand smoke exposure has declined markedly in the United States since the late 1980s. Nevertheless, in 1999-2004 almost 50 percent of nonsmokers still had detectable levels of serum cotinine, a biochemical measurement of secondhand smoke exposure, says an article in the July 11 issue of Morbidity and Mortality Weekly Report. [View “Disparities in Secondhand Smoke Exposure – United States, 1988-1994 and 1999-2004”](#)

Accessibility key to teen cigarette use

Kids who can get their hands easily on cigarettes – say from friends or close acquaintances – are more likely to end up with a regular smoking habit, finds a new study of sixth-graders published in the Annals of Family Medicine. [View a summary](#)

Resources

Clearinghouse has new coordinator

The Tobacco Program has a new Tobacco Clearinghouse coordinator: Anneke Jansen can be reached at 360-236-3643 or anneke.jansen@doh.wa.gov. In future newsletters be sure to keep an eye out for exciting Clearinghouse news and information. For Clearinghouse orders, contact Marissa Bergener at marissa.bergener@doh.wa.gov.

New seminar series on tobacco disparities

The University of Washington Tobacco Studies Program and School of Social Work are presenting *Seminar Series on Health Disparities: The Case of Tobacco*, with funding support from the state Tobacco Prevention and Control Program.

The series will occur once a month during the 2008-09 academic year. Its goal is to introduce multiple disciplinary perspectives, potential explanations of, and interventions to reduce health disparities and health inequalities. The sessions will be applied to the case of tobacco use and tobacco-related disease to develop concrete and potentially impactful discussions. National and local experts on health disparities will be invited to lead seminar sessions.

The *Seminar Series* has multiple audiences, including:

- Students and faculty with an interest in health disparities, health inequalities and/or tobacco use at the University of Washington and Washington State University.
- Community-based organizations collaborating with the state Tobacco Program and organizations interested in reducing health disparities and inequalities.
- State Department of Health staff with an interest in reducing health disparities.

A Tobacco Studies Program calendar of events is available at <http://depts.washington.edu/tobacco/calendar/>.

For more information, contact Karin Riggs at 206-616-3767.

Online Newsletters

[Tobacco Free Press](#) –Tobacco Control Network, bimonthly

Other Online Resources

American Cancer Society – www.cancer.org

American Heart Association – www.americanheart.org

American Lung Association – www.lungusa.org

Asian Pacific Partners for Empowerment and Leadership – www.appealforcommunities.org

Centers for Disease Control, Office on Smoking or Health – www.cdc.gov/tobacco

National African American Tobacco Prevention Network – www.naatpn.org

National Latino Council on Alcohol and Tobacco Prevention – www.nlcatp.org

Teen Health and the Media – www.depts.washington.edu/thmedia

The Campaign for Tobacco-Free Kids – www.tobaccofreekids.org

Tobacco Technical Assistance Consortium – www.ttac.org

Links to external Web sites are provided because they may contain relevant information and resources. These external Web sites are not maintained by the Washington State Department of Health (DOH) and DOH takes no responsibility for the views that may be represented, or the accuracy, propriety, or legality of any material contained on the site.

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